WP6 - Dissemination and valorization

Deliverable 6.2:

Visual identity, flyer and website

The project "Full scale demonstration of energy positive sewage treatment plant concepts towards market penetration" (POWERSTEP) has received funding under the European Union HORIZON 2020 – Innovation Actions - Grant agreement° 641661

Deliverable 6.2	***Target-oriented communication plan***
Related Work Package:	6 - Dissemination and valorization
Deliverable lead:	Arctik
Author(s):	Quentin Galland, Cédric Hananel
Contact for queries	cedric.hananel@arctik.eu elizabeth.vdb@arctik.eu quentin.galland@arctik.eu Riikka.pohjankoski@arctik.eu
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Start date of the project:	01.07.2015
Duration of the project:	36 months
Website:	www.POWERSTEP.eu
Abstract	Deliverable on the project visual identity, flyer and website.

Dissemination level of this document

	PU	Public
X	PP	Restricted to other programme participants (including the European Commission Services)
	RE	Restricted to a group specified by the consortium (including the European Commission Services)
	CO	Confidential, only for members of the consortium (including the European Commission Services)

Please refer to this report as Target-oriented Communication Plan.

Versioning and Contribution History

Version	Date	Modified by	Modification reasons
V.01	12.01.16	Quentin Galland	First draft version
V.02	25.01.2016	Ulf Miehe	Second draft version
V.03	02.02.2016	Christian Loderer	Final version

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Table of contents

1 Communication strategy: Let's remind the basics

1.1 Objective of the project[1]

The POWERSTEP project is built to achieve a real paradigm shift in wastewater treatment processes: to convert sewage treatment plants (STEPs) into power production facilities (POWER) while still achieving a high effluent quality for the treated wastewater.

1.2 Objective of WP6: dissemination and communication support

- Build a team.
- Accelerate internal/external exchanges of information and networking opportunities.
- Ensure the scientific audience and recognition of POWERSTEP and its members.
- Facilitate market penetration.
- Make wastewater power 'as famous as wind or solar energy': translate scientific processes into accessible knowledge.

Considerable efforts are made to strengthen the information, knowledge and communication exchanges in order to better guarantee the dissemination of the results and market uptakes of the concepts and technologies developed by POWERSTEP.

As indicated in the **Deliverable 6.1 Target-oriented communication plan**[2], Arctik follows a three steps dissemination strategy. The first step: **Information and knowledge management: set the foundation and process[3] (M1 – M36)** aims to install, develop and widespread the branding and the values of POWERSTEP as a community of organisations working on the future WWTP. The aim is also to ease the exchange of information and knowledge between the different partners.

The **Deliverable 6.2 Visual identity, flyer and website** fits into the first step of the dissemination strategy by setting the basics for the POWERSTEP project communications.

The second phrase of the strategy **"Know-how translation and targeted brokerage (M1 – M36)[4]"** aims to establish a strong relationship with primary target groups whilst the third phase **"Large**

[1] Description of Action (DoA)

[2] Deliverable 6.1 Target-oriented communication plan submitted on Cordis in November 2015.

[3] Reference to DoA TASK 6.1

[4] Reference to DOW TASK 6.2

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spectrum communication (M18-M36)[5]" will promote POWERSTEP as a key innovation breakthrough at a larger scale, to reach the public and media interest.

2 Visual identity, flyer and website

The visual identity, flyer and website of the POWERSTEP project are part of a set of tools created to set the communication of the project. Arctik launched a call for tender for the project design realisations in the early phase of the project. An independent designer was appointed to deliver the project visual identity and visual productions.

2.1 Visual identity

For effective communication and branding of the POWERSTEP project we have developed a visual and a slogan to support the logo and the visual identity. An attractive visual provides consistency in the communication and it helps catching the attention.

Our target audience must know about POWERSTEP. It is by catching people's attention that we will activate the first step of the know-like-trust-approach (see methodology chapter 2.1.1 of Deliverable 6.1).

Following the proposal made in the Annex 1 "Description of Action" of the Grant Agreement the visual is the first element our target audience will be addressed with and remember about the project. This visual is distinctive, innovative, and provides key information about the project. It should also include a call to action; re-tweet, newsletter subscription, or simply a mental 'bling'.

The visual identity includes a set of tools developed to present the POWERSTEP 'brand'. The tools are critical components of the visual identity and refer to:

- Logos and graphical chart
- Slogan
- Templates (Word, PowerPoints…)

The following sections underlines the components of the POWERSTEP visual identity. These components are also accessible on the project website through a non-public link.

Link: http://www.powerstep.eu/templates.html

[5] Reference to DOW TASK 6.3

2.1.1 Logo and graphical chart

When we think about a brand's identity, the first thing that springs to mind is probably a logo, righteously so.

A logo is the major graphical representation of a brand; it anchors the brand and becomes the single most visible manifestation of the brand within the target market. For this reason, a well-designed logo is an essential part of POWERSTEP's overall communication strategy.

The shape of the designed POWERSTEP logo refers to three elements at the core of the project:

- A toilet (sewage water)
- A power button
- A wastewater treatment plant

The three elements combined reinforce the meaning of Power (renewable energy), wastewater (sewage treatment plants), as well as the first chain infrastructure leading to the WWTP.

The POWERSTEP logo colours: The red colour is typical for energy products while the blue colour represents water. The contrast between the two colours highlights the radical innovative character of the POWERSTEP project: producing energy from water.

POWERSTEP logo as developed in September 2015 with selected colours for the project visual identity.

- A logo that gives visibility – strong, contrasting colours
- A logo centred on a meaning – energy from wastewater
- A symbol with a triple signification – power, toilet, wastewater treatment plant

The project logo was created in several formats to ensure partners and external audiences have the best format available for the usage they need. The following formats were created: Adobe PDF, .EPS, .JPG and .PNG.

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In November 2015, the project Steering Committee agreed on the project slogan "Your Flush, Our Energy" . The logo also includes the slogan as a tagline.

POWERSTEP logo with the tagline "Your Flush, Our Energy".

The project logo (with tagline) was created in several formats to ensure partners and external audiences have the best format available for the usage they need. The following formats were created: Adobe PDF, .EPS, .JPG and .PNG.

2.1.2 Slogan

At the occasion of the project kick-off meeting organised in Berlin on 28-29 September 2015, Arctik organised a communication breakfast. Partners had the opportunity to discuss the communications messages and the project slogan.

Arctik suggested different disruptive communication ideas and a slogan (see Appendix 3.1) and partners were invited to comment and suggest additional ideas.

Different slogans were suggested and discussed:

- Shit, it's powerful
- 'Oh shit!' a multimillion € business!
- Holy shit, it's biogas.
- We make your poo work for you… and (we) clean the water too.
- Poo Power / The power of Poo / Your Poo is power / Poo is green power.
- Your flush is powerful.
- Power from the people to the people.
- Improve the climate with your flush
- Sewer is power

- Sewer is goldmine
- It's all about Poower.
- You've got the Poower
- You flush, we boost
- It's Powerful sh** we are dealing with
- From flushes to flashes
- Power from sewer
- POWERSTEP. Energy is an inner issue.
- POWERSTEP. We're all sitting on a power plant.

Following up on the communication breakfast discussions, a poll was organised by the Project Coordinator Christian Loderer on 12 October 2015. Project partners were invited to submit their preference over two suggestions of slogans: "You Flush We Boost" and "It's Powerful Sh** We Are Dealing With". Project partners came up with three additional ideas after the poll:

- Your flush is power!
- Your flush, our energy!
- Power from sewage, step towards a sustainable energy supply

The second idea "Your Flush, Our Energy" was discussed by the Steering Committee and was suggested as a final project slogan to the project partners in November 2015. The slogan was endorsed by the partners and the Steering Committee. The selected slogan underlines the idea that flushing is a source of energy.

The slogan is now used on the production and communication project materials.

2.1.3 Templates

Project templates are meant to provide project partners with consistent materials to be used to promote or report on the project.

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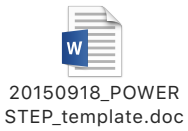
The following templates have been created for the project:



POWERSTEP template for reporting activities and deliverables.
http://www.powerstep.eu/templates.html

POWERSTEP template for general information and content writing.
http://www.powerstep.eu/templates.html

POWERSTEP PPT template for presentations with slogan.
http://www.powerstep.eu/templates.html

POWERSTEP PPT template for presentations without slogan.
http://www.powerstep.eu/templates.html

2.2 Flyer

The content of the project flyer has been prepared in November 2015 by Arctik together with the support of the POWERSTEP Steering Committee and was finalised in December 2015. The design was realised in December 2015 and finalised in January 2016.

The final version of the flyer has been developed in two formats:

A web format: to be used through digital ways (website upload, email sharing, social media posts…).
Link: http://powerstep.zotoi.com/uploads/biblio/document/file/10/PowerstepLeaflet_Web.pdf

A print format: to be used by partners who would decide to print copies for their organisations.
Link: http://powerstep.zotoi.com/uploads/biblio/document/file/11/PowersteapLeaflet-v04Print.pdf

Arctik has print 1,000 copies to be disseminated throughout the project duration at the occasion of conferences or workshops. Arctik shared the flyer versions with all the partners and partners with strong marketing and dissemination roles were also invited to print copies for their own communication activities.

The POWERSTEP flyer (web version) is also available for download on the project website home page. http://www.powerstep.eu The leaflet has been sent to the project partners, published on the website and disseminated via Twitter.

The final version of the flyer is in Appendix 3.4.

2.3 POWERSTEP website

Following up on a demand of the Project Coordinator Christian Loderer, Arctik created a temporary website and published it in October 2015. The temporary website was launched to offer an online window of the project during the website creation (layout presented in Appendix 3.3).

The three development phases of the website were discussed during a communication meeting between Christian Loderer, Cédric Hananel, Elizabeth Van Den Bergh and Quentin Galland organised in Brussels on 9 November 2015. Project partners set the purpose of the three steps up and agreed to further discuss steps 2 and 3 later in 2016 once the project delivers results (Appendix 3.3).

The three steps are the following:

- #01: An institutional website containing information about the project (description, objectives, partners, Work packages, case studies…).
- #02: A public oriented website explaining the concept of an energy positive waste water treatment plant.
- #03: A knowledge transfer website providing the information on the technology and the concepts for possible market replication.

Based on the discussions, Arctik prepared a call for tender and sent it to 7 companies. Arctik analysed the four answers received and together with Christian Loderer appointed XIO, a Belgian website company as a subcontractor for the website creation.

On 9 January 2016, Arctik had a kick-off meeting with XIO for the project website. Arctik is now producing the website design and will send them to XIO for the website realisation in course of February.

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In March / April 2016, the POWERSTEP website will be revamped with new interface, including full content platform. The revamped website will offer project partners the possibility to access a private partners' area.

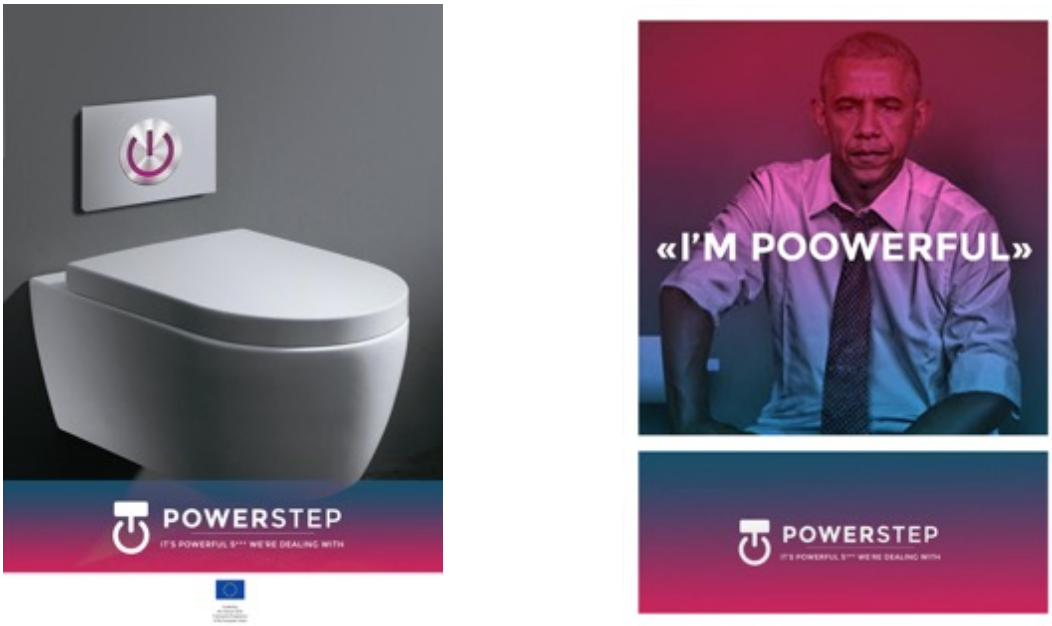
The revamp of the institutional website will allow the visitors to access all classical elements of a project website: description of the work, WPs, expected results, latest information, consortium partners, EU disclaimer and logo etc. Latest news, brokerage events and conferences, articles and interviews, social media, network relations and synergies will be emphasised, and fact-sheets and any promotional activities related to the project will be regularly published on the website – the consortium aims at publishing at least one item per month on the website.

The focus in this « section »/entry door will be mainly on the visual identity and on the usability. The public website will need to be constantly discussed with the dissemination responsible of the project to evaluate which contents need to be published, which section should be accessible from where and so on.

The layout of the new website is currently being produced. The home page will look as the image presented in Appendix 3.3.

3 Appendix

3.1 Visual identity and slogan



Snapshot: suggestions of ideas for project illustrations

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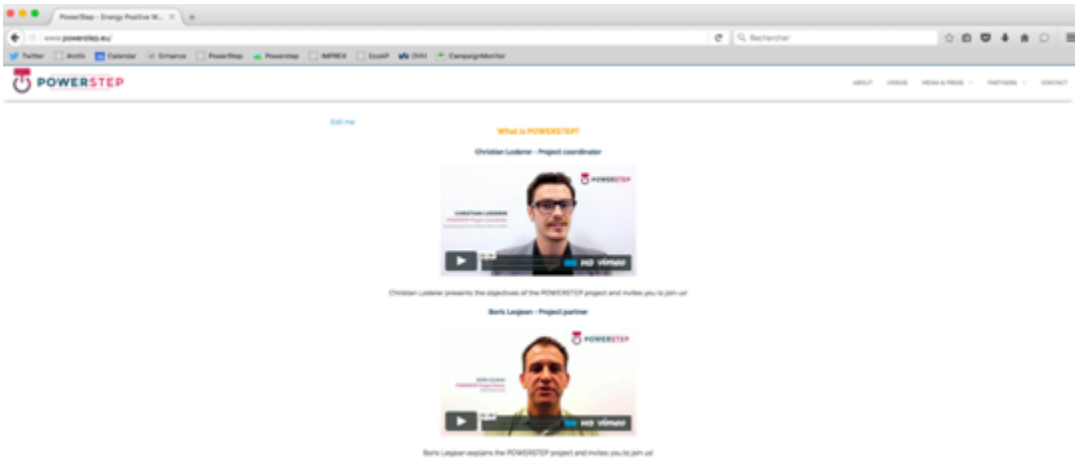
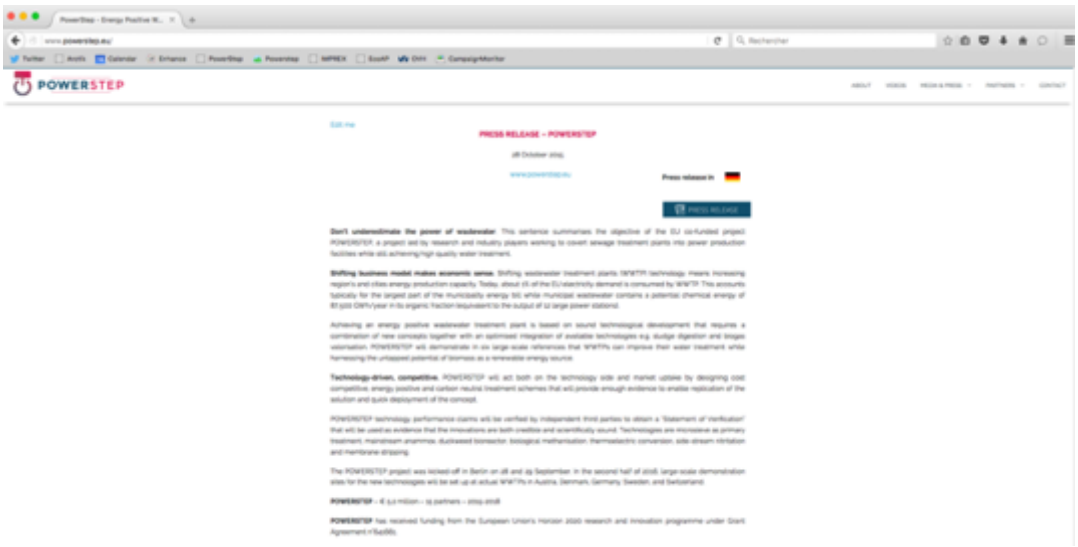
3.2 Temporary website and website developments

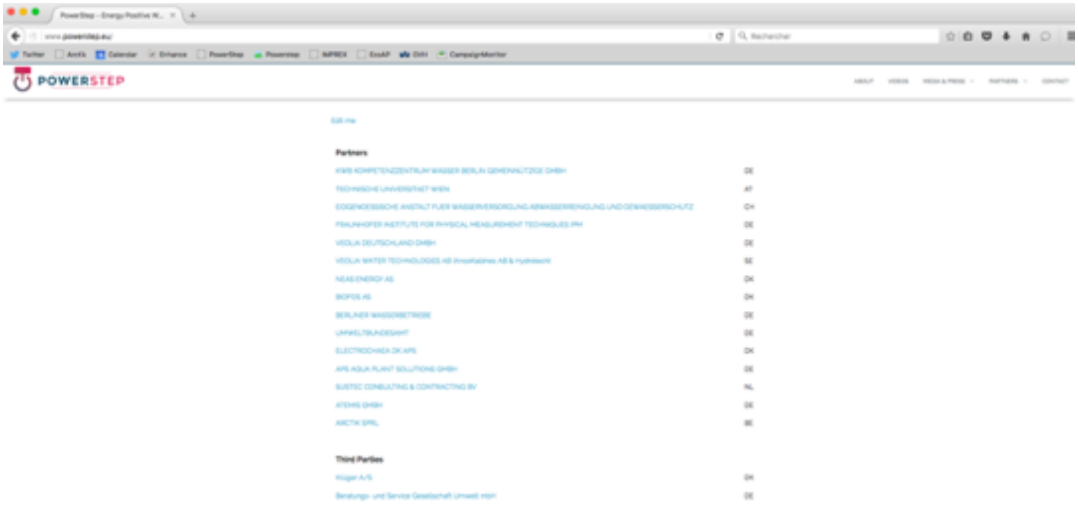
Snapshot: POWERSTEP website home page



Snapshot: POWERSTEP videos' page



Snapshot: Press release of the project available in English and German



Snapshot: List of partners included in the project with hyperlinks to their website

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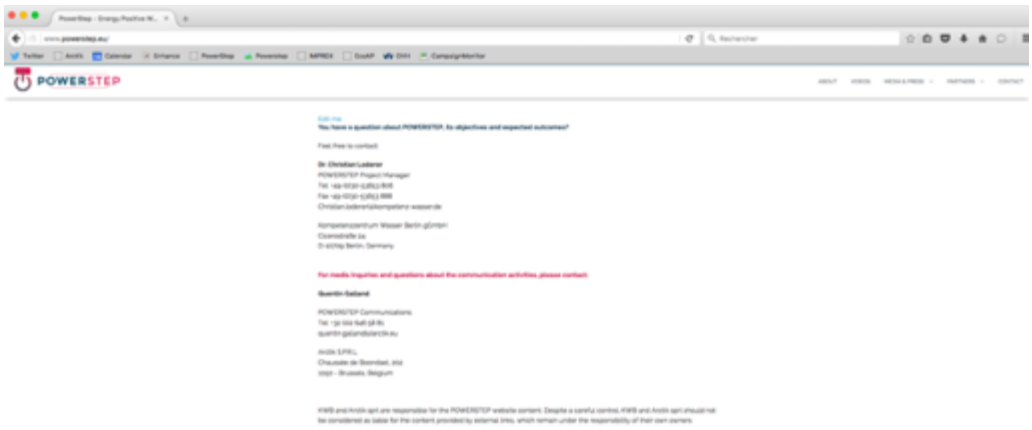
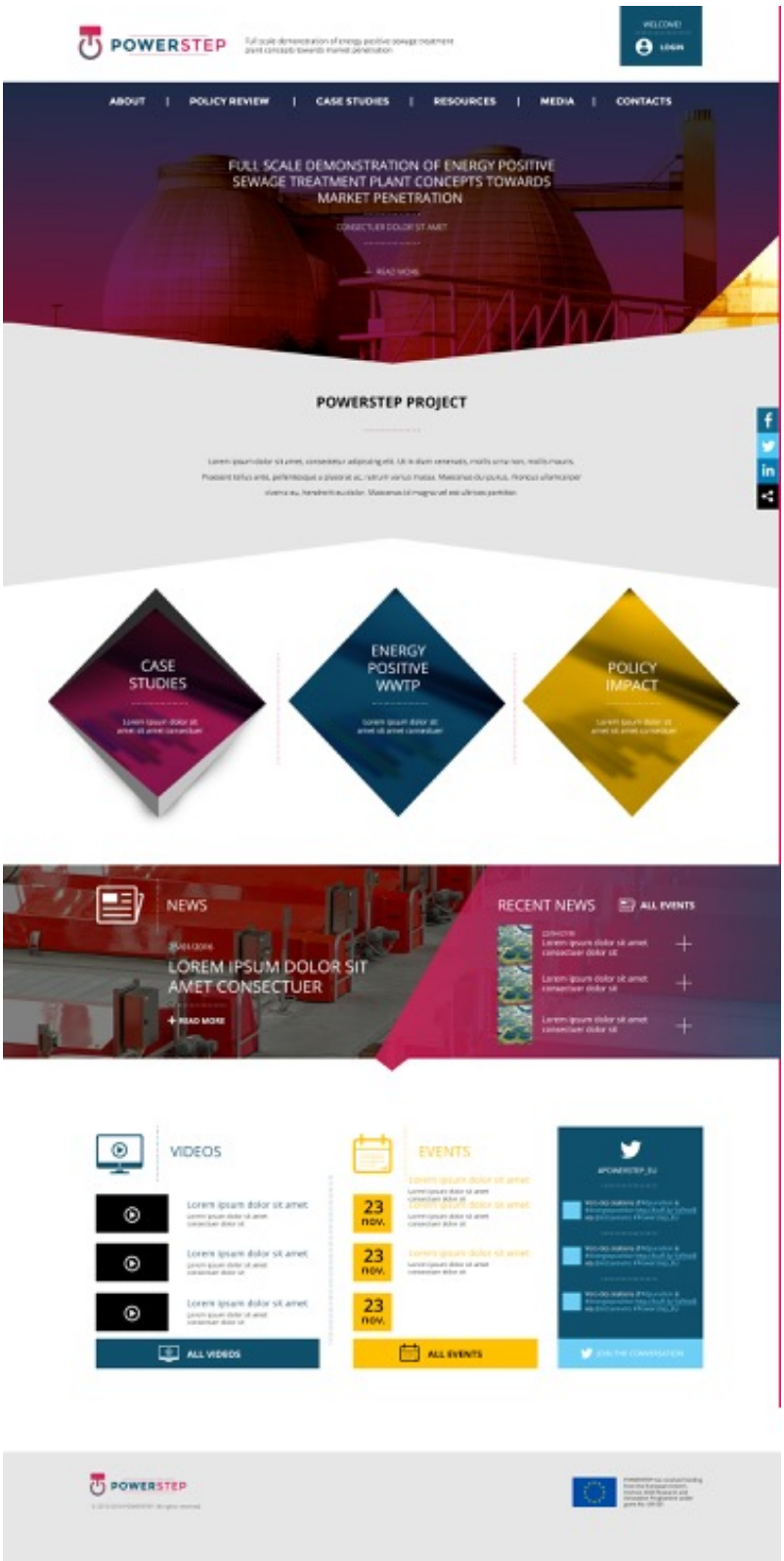


Snapshot: Contact page of the POWERSTEP website

Snapshot: Picture of the website development discussion organised on 9 November 2015

3.3 Website revamp – Step #01



Snapshot: Illustration of the project website coming in March / April 2016

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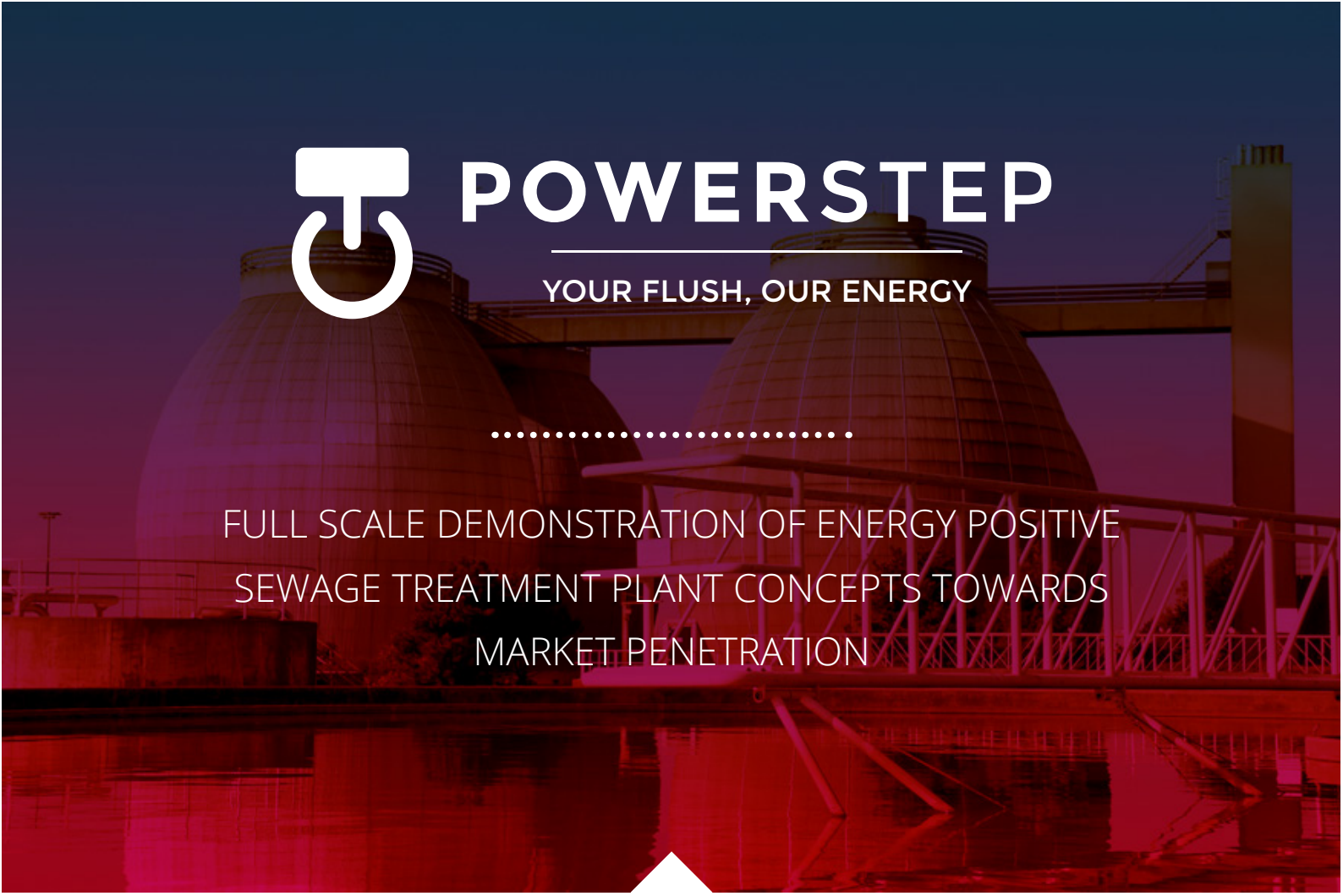
Snapshot: Possible illustration of the project entry door in Step #02

Snapshot: Possible illustration of the project "knowledge transfer website" in step #03 (example based on INTERREG IVC programme)

3.4 Project flyer

The project "Full scale demonstration of energy positive sewage treatment plant concepts towards market penetration" (POWERSTEP) has received funding under the European Union HORIZON 2020 – Innovation Actions - Grant agreement° 641661



POWERSTEP

YOUR FLUSH, OUR ENERGY

FULL SCALE DEMONSTRATION OF ENERGY POSITIVE SEWAGE TREATMENT PLANT CONCEPTS TOWARDS MARKET PENETRATION

WWW.POWERSTEP.EU

POWERSTEP has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant No. 641661

#POWERSTEP_EU

WHAT IS POWERSTEP?

POWERSTEP is a project that demonstrates the novel concept and design treatment schemes of energy-positive wastewater treatment plants (WWTPs), which are **net energy producers.**

Municipal wastewater treatment in Europe requires a significant amount of energy to eliminate organic matter and nutrients (i.e. nitrogen and phosphorus) from the sewage prior to its discharge.

An average amount of electricity of **32 kWh** per capita per year is required to treat wastewater. Overall, the municipal wastewater sector in Europe consumes the annual power generation of **two large (1,000 MW) power plants.** Similarly, organic matter contained in municipal wastewater accounts for a chemical energy potential of **87,500 GWh** per year, equivalent to **12 large power stations!**

Partners of POWERSTEP stand with the idea that a leap-frog progress in wastewater treatment processes is possible by converting sewage treatment plants into power production facilities while maintaining or improving the quality of treated wastewater.

CHALLENGE

Today, making WTTPs energy-efficient typically addresses only marginal improvements like more efficient aggregates such as aerators and pumps, or more efficient digester operations. The realisation of an energy-positive WWTP requires a **combination of new concepts for wastewater treatment together with an optimised integration of existing technologies** in all side aspects, including sludge treatment and biogas valorisation.

POWERSTEP uses concepts and technologies that have been tested in laboratories and pilot scale plants. Their full-scale commercial references with a reliable assessment of process efficiencies under realistic conditions remain at stake. **POWERSTEP aims to demonstrate their viability to ensure a successful market deployment of the new technology.**

STRATEGIC OBJECTIVES OF POWERSTEP

- Demonstrate the concept of energy-producing WWTPs based upon full-scale investigations of individual processes and design elements.
- Assess energy balances and operation costs and the dependence on factors such as wastewater constitution, treatment quality target, and more.
- Define potential design schemes of cost-competitive energy positive and carbon neutral WWTPs.
- Ensure confidence in the design and operation of the overall treatment schemes to enable replication of solutions and rapid deployment.
- Guarantee a significant contribution from the water sector to the green-energy sector, while securing worldwide market shares and job growth in Europe.

TARGET AUDIENCE OF POWERSTEP

- ⇨ **Municipalities**
- ⇨ **Businesses**
- ⇨ **Regulators & policy makers**
- ⇨ **General public**

HOW POWERSTEP WORKS

There are four distinct interconnected steps to make energy-positive WWTPs:

#01 Carbon extraction for energy recovery into biogas

Producing more biogas via sludge digestion is the key to obtain energy-neutral or energy-producing WWTPs. This is achieved with a more efficient primary treatment to remove as much primary sludge as possible from the system prior to the biological treatment.

#02 Nitrogen removal in the main stream

Nitrogen removal is a challenge with the conventional process of nitrification and denitrification, given the dependence of denitrifying bacteria on an easily accessible source of carbon. POWERSTEP will help to overcome this barrier and guarantee extensive nitrogen removal with new technologies and control concepts.

#03 Biogas valorisation and efficient energy management

A key step for municipalities is efficient conversion of the energy potential of biogas into usable and marketable forms of energy. This will lead directly to a better overall energy recovery for future WWTPs.

#04 Nitrogen management in side stream

Treatment of ammonia in sludge dewatering effluent will save on aeration demand and will offer the opportunity to recover the nitrogen in form of a fertilizer product.

POWERSTEP ECONOMICAL AND INDUSTRIAL POSITIVE IMPACTS

- ⇨ Prove the concept of WWTPs as net-energy producers.
- ⇨ Directly impact the energy bill of municipalities.
- ⇨ Create jobs and economic growth by transforming WWTPs into energy facilities.
- ⇨ Quickly deploy solutions and concepts that further nourish national and EU programmes for renewable energies, smart-grids and ‘power-to-gas’.
- ⇨ 95% of European countries have an average electricity price between € 0.08 and € 0.12/KWh for industrial consumers. In other words, cost-efficient solutions proposed by POWERSTEP will be virtually applicable all over Europe!
- ⇨ Innovative solutions for market replication: POWERSTEP activities will benefit existing business plans of technology providers through market analysis, Environmental Technology Verification, and more.

15 PARTNERS LEADING TO A REAL PARADIGM SHIFT IN WASTEWATER TREATMENT PROCESSES.

POWERSTEP brings together expertise and capabilities from both the public and private sector, as well as from universities and research institutions from 7 different European countries.

CONSORTIUM

- Kompetenzzentrum Wasser Berlin Gemeinnützige GmbH - DE
- Technische Universität Wien - AT
- Eidgenössische Anstalt für Wasserversorgung Abwasservereinigung und Gewässerschutz - CH
- Fraunhofer Institute for Physical Measurement Techniques IPM - DE
- Veolia Deutschland GmbH - DE
- Veolia Water Technologies AB (AnoxKaldnes & Hydrotech) - SE
- Neas Energy AS - DK
- Biofos AS - DK
- Berliner Wasserbetriebe - DE
- Umweltbundesamt - DE
- Electrochaea DK APS - DK
- APS Aqua Plant Solutions GmbH - DE
- Sustec Consulting & Contracting BV - NL
- Atemis GmbH – DE
- Arctik S.P.R.L. – BE

AT A GLANCE

Instrument
European Union Horizon 2020 Framework Programme

Total cost
€ 5,203,818

EU contribution
€ 3,992,126

Duration
2015 – 2018, 3 years

Consortium
15 partners from 7 countries

Project coordinator
Christian Loderer
Kompetenzzentrum Wasser Berlin Gemeinnützige GmbH
christian.loderer@kompetenz-wasser.de

Project communication
Quentin Galland
Arctik S.P.R.L.
quentin.galland@arctik.eu

THIRD PARTIES

- Krüger A/S - DK
- Beratungs- und Service Gesellschaft Umwelt mbH - DE